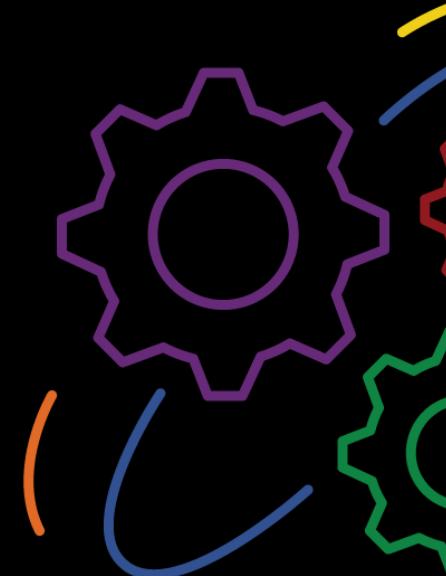




DM Arts Academy Portfolio

2018





DM Arts Academy

Founded in Sep. 2012 as stock company under Egyptian Law as part of IT Vision Group the leading digital marketing group since year 2000.

DM Arts also has registration in London and operated in several Arab countries through partners.





Vision

COLORIZing
Marketing Minds
by Digital Knowledge



Mission

Deliver digital marketing know how and do how, to
accelerate corporate branding positioning and
reach



1 2 3 4 5 6 7 8 9

Years
Of Success

Training Courses



Digital
Marketing
Coaching
&
Consulting

Services



Education Program



Conferences
& Events



Training Courses

Public Training

CDM
Program

**Introduction to
Online
Advertising**

**Google
Advertising**

**Social Media
Marketing**

**Strategic Media
Planning**

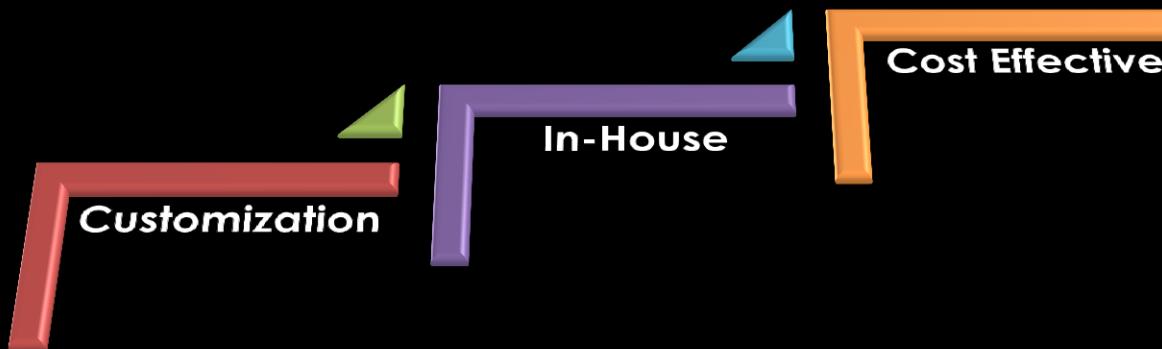
**Search Engine
Optimization**

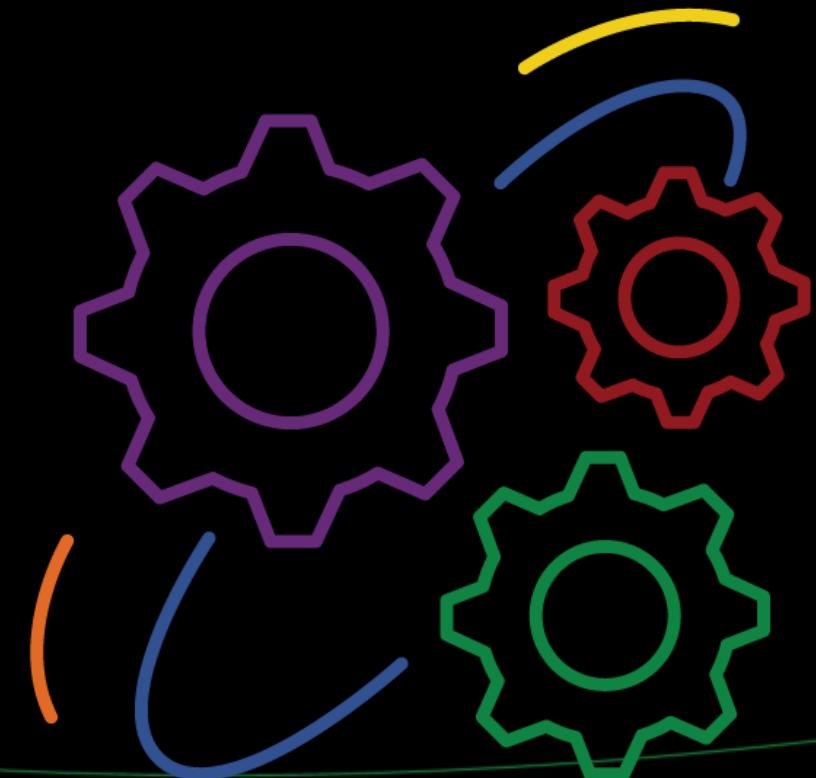
**Marketing
Automation**

**Mobile
Marketing**

Project

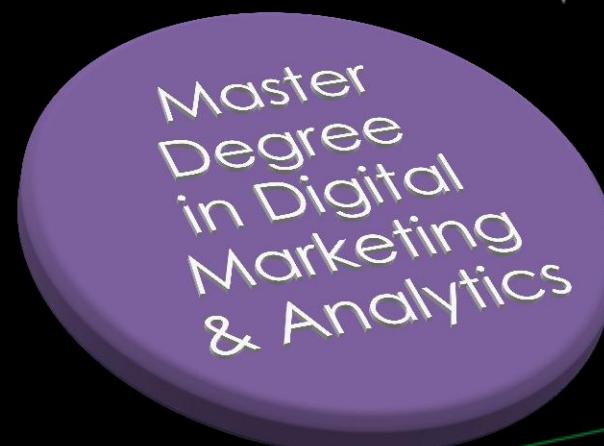
Corporate Training





Education Program

Master Degree



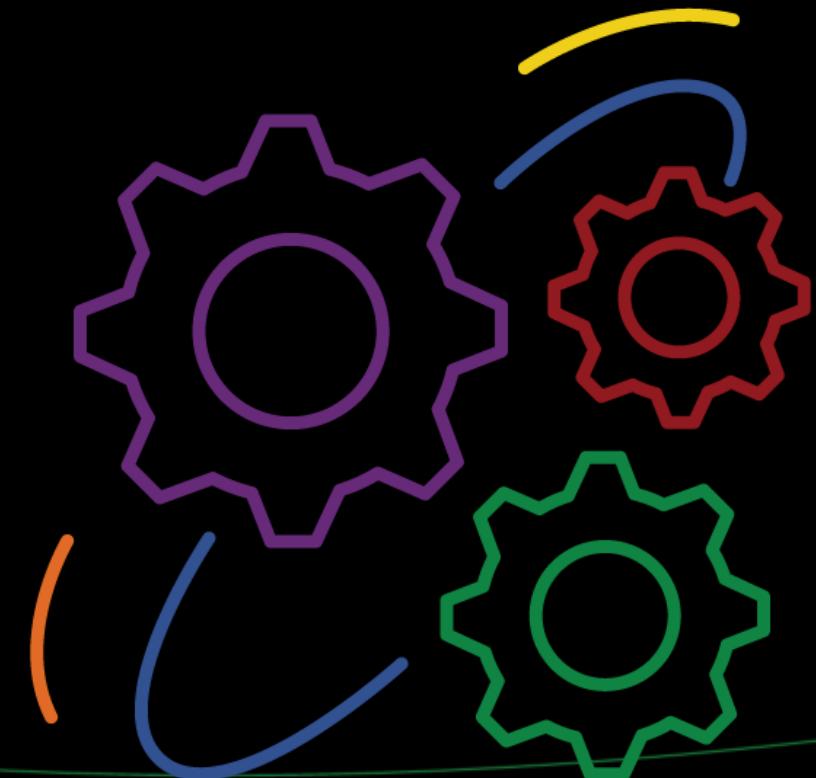
THE KNOWLEDGE PILLARS

SEMESTERS	DIGITAL MARKETING METRICS & ANALYTICS	DIGITAL MARKETING STRATEGY	COMMUNICATIONS	CONSUMER BEHAVIOUR & RESEARCH	CREDIT HOURS (Per Semester)	TOTAL CREDIT HOURS	CPD (AWARD)
	25 ECTS	15 ECTS	10 ECTS	10 ECTS			
1st	Digital Metrics & Analytics (1) 5 ECTS	Value-Driven Strategic Marketing 10 ECTS		Consumer-Led Marketing & Research 5 ECTS	20 ECTS	20 ECTS	CPD1 (Award)
2nd	Digital Metrics & Analytics (2) 10 ECTS	Campaign Planning & Budgeting 5 ECTS	Online & Offline Integrated Marketing Communications 5 ECTS		20 ECTS	40 ECTS	CPD2 (Award)
3rd	Predictive Analytics 10 ECTS		Consultancy & Research Methods 5 ECTS	Regulation & Governance 5 ECTS	20 ECTS	60 ECTS	CPD3 (Award)
4th			Digital Campaign - Group Project		30 ECTS	90 ECTS	Masters Degree

*Digital Marketing Practice and Operations Workshops

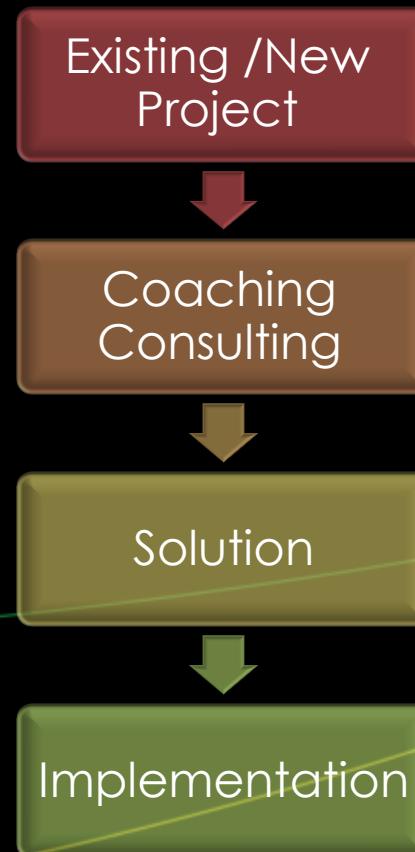
- Website design, usability, management ● PPC/Adwords email, affiliate
- SEO/SEM workshop ● Google analytics ● Social media ● eCommerce ● Mobile marketing
- Strategy ● Digital Entrepreneurship and innovation

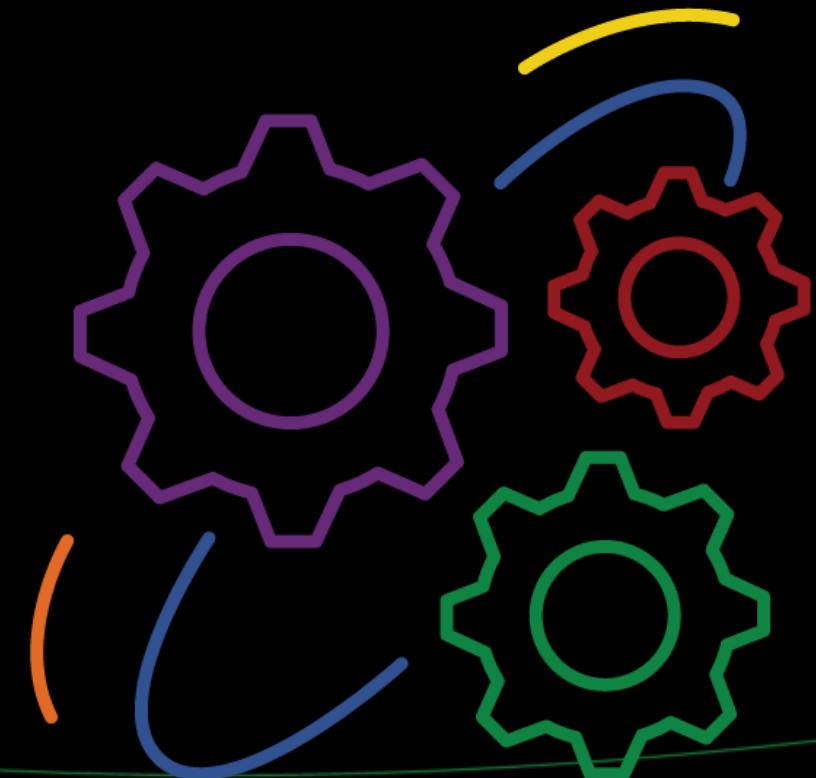
CPD : Continuing Professional Development



Digital Marketing Coaching & Consulting

Coaching & Consulting





Conferences & Events

400+

Attendees from top
brands in Egypt and
MENA Region



First Digital Marketing Conference

9, 10 September 2012, Fairmont Heliopolis, Egypt

20+
First class
Speakers

The image displays a grid of 20 speaker profiles, each featuring a small photo of the speaker, their name, title, and the name of their company. The speakers are arranged in four rows and five columns. The companies represented include socialbakers, Google, YAHOO!, Radio Mahaket Masr, Amr Waked, Zad, SAMSUNG, Nielsen, du, P&G, Vodafone, mobinil, NOKIA, Jacqueline Elboghdadi, P&G, Google France, BRAND FINANCE, YAHOO!, connect ads, media ME, socialbakers, IT Vision, and Google. The background of the slide shows a blurred image of an audience in a conference hall.

Jan Rezab CEO socialbakers	Wael Fakhary Regional Manager Google	Hussein Freijeh Commercial Director Yahoo! Middle East YAHOO!	Osama Moneir Radio Mahaket Masr
Sherif Barakat General Manager of Samsung Egypt SAMSUNG	George Mikaelian Client Director & Head of Media MENA, Nielsen nielsen	Chas Sweeting Senior Director of du, UAE du	Amr Waked Actor & CEO at Zad Communication & Production LLC Zad
Tarek Nabil Online Director of Vodafone Egypt vodafone	Rania El Bakry Digital & Direct Communication Manager - Mobinil mobinil	Omar Rostom Consumer Engagement Manager, North Africa Nokia NOKIA	Jacqueline Elboghdadi communication manager, Procter & Gamble P&G
Steffen Ehrhardt Product Expert Google France Google	Hany Mwafy Brand - Finance BRAND FINANCE	Ahmed Gamal El-Dien Head of Sales at Yahoo! Middle East YAHOO!	Mohamed Megahed Egypt, Levant & NA Sales Director connect ads
Zeid Nasser Founder and CEO media ME media ME	Cesar Christoforidis Director of ROW Territories socialbakers	Ahmed Sabry CEO, IT Vision IT Vision	Tamer Alphonse Industry Manager , Google Google



150+ Attendees
from top brands in Egypt
and MENA Region

Digital Marketing Planning Camp

Sharm el sheikh, **Egypt**

PR Smith

The founder of the known planning model SOSTAC show us how to implement digital strategies and plans to enhance our marketing efforts.



Digital Marketing Planning Seminar

Al Nabil, Amman, **Jordan**

“David Meerman Scott”

The Master of digital Marketing introduced his bestselling book “The New Rules of Marketing & PR” in its 4th edition in a one day seminar on the 30th of October at Doha, Qatar.



“The Rules of Digital Marketing ” Seminar

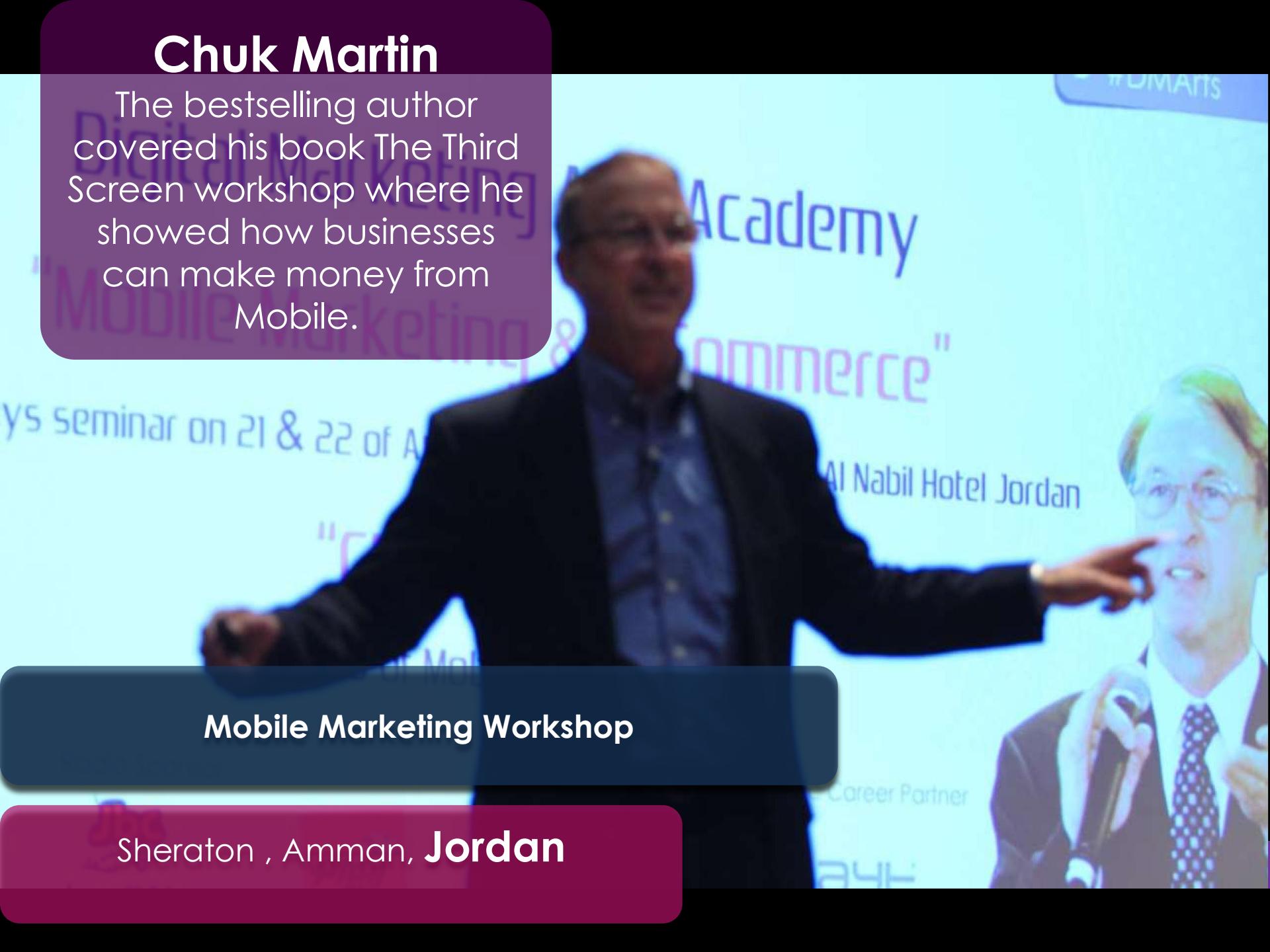
Ritz Carlton Doha, **Qatar**

Chuk Martin

The bestselling author covered his book The Third Screen workshop where he showed how businesses can make money from Mobile.

Mobile Marketing Workshop

Sheraton , Amman, **Jordan**





3500+
Attendees

50+
International
Speakers

12
Regional
Events



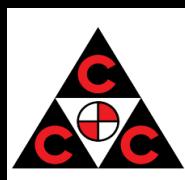
30+
Diploma
Programs



Our Clients



Our Clients



Our Clients

Uber



SONY





Thank You